

**HEDONISM IN PAULO COELHO'S NOVEL *THE WINNER STANDS ALONE* (2009): SOCIOLOGICAL APPROACH.**



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## **APPROVAL**

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Surakarta, July 2019

Director,

  
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## STATEMENT

I hereby declare that in the manuscripts of this publication there are no works that have been submitted for obtaining a bachelor's degree in a college and to my knowledge there are also no works or opinions that have been written or published by other people, unless in writing they are referred to in the text and mentioned in Bibliography.

If in the future there is evidence of untruth in my statement above, then I will take full responsibility.

Surakarta, August 31, 2020

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## **HEDONISME DALAM NOVEL NOVEL PAULO COELHO THE WINNER STANDS ALONE (2009): PENDEKATAN SOSIOLOGI**

### **Abstrak**

Hedonisme sebagai cara hidup di mana kesenangan memainkan peran penting yang digambarkan oleh Paulo Coelho dalam novelnya yang berjudul "The Winner Stands Alone". Dia mencoba mengungkap kehidupan para hedonis, terutama kehidupan kelas tinggi yang menghadiri festival film bergengsi di Cannes. Tujuan dari penelitian ini adalah untuk menggambarkan indikator hedonisme dalam "The Winner Stands Alone, menggambarkan bagaimana hedonisme digambarkan dalam novel, dan mengungkap alasan mengapa penulis membahas hedonisme dalam novel. Jenis penelitian ini adalah penelitian deskriptif - kualitatif. Studi sastra ini menggunakan metode penelitian kualitatif dengan menggunakan penelitian kepustakaan. peneliti menggunakan buku, artikel, dan tulisan lain untuk mendukung analisis Hasil penelitian menunjukkan bahwa indikator hedonisme dapat dilihat dari kegiatan menghabiskan waktu dan uang, minat (hak, ekonomi, sosial dan biologis) dan juga pandangan dunia. Paulo Coelho menggambarkan hedonisme melalui karakter yang menampilkan gaya hidup hedonistik. Ia juga memerankan gaya novel (nada, teknik deskriptif, dan diksi). Dia memilih waktu dan tempat terbaik sebagai latar novel di Festival Film Cannes untuk memberikan gambar hedonisme yang lebih jelas. Alasan penulis membahas hedonisme dalam novel adalah dia menentang gaya hidup hedonistik. Dia juga ingin mempromosikan kehidupan beragama, dan yang paling utama dia mengkritik pencapaian materi.

**Kata kunci :** hedonisme, aktivitas, ketertarikan, pandangan dunia

### **Abstract**

Hedonism as a way of life in which pleasure plays an important role portrayed by Paulo Coelho in his novel entitled "The Winner Stands Alone". He tried to uncover the life of hedonists especially the life of high classes who attends such prestigious film festival in Cannes. The aims of this research are to describe the indicators of the hedonism in "The Winner Stands Alone, describe how hedonism depicted in the novel, and reveal the reason why author addressed hedonism in the novel. The type of the study is descriptive - qualitative research. This current literary study employs the qualitative research method by using library research. the researcher uses books, articles, and other writing to support the analysis The results of the study shows that the indicators of hedonism can be seen from activities in spending time and money, interests (vested, economical, social and biological) and also worldview. Paulo Coelho depicted hedonism through the character who perform hedonistic life style. He also portrayed through the style of the novel (tone, descriptive technique and diction). He chose the best time and place as the setting of the novel in Cannes Film Festival to give more vivid pictures of hedonism. The reasons of the author addressed hedonism in the novel

are he opposing the hedonistic life style. He also want to promote religious life, and most of all he criticize upon material achievement.

**Keywords:** hedonism, activities, interests, worldview

## 1. INTRODUCTION

Hedonism is the philosophy that pleasure is the most important pursuit of mankind, and the only thing that is good for an individual. Hedonists, therefore, strive to maximise their total pleasure (the net of any pleasure less any pain or suffering). They believe that pleasure is the only good in life, and pain is the only evil, and our life's goal should be to maximize pleasure and minimize pain. (*Hedonism By Branch Doctrine The Basic Philosophy.htm*) The term "hedonism" is used in modern literature, or by non-philosophers in their everyday talk, its meaning is quite different from the meaning it takes when used in the discussions of philosophers. Non-philosophers tend to think of a hedonist as a person who seeks out pleasure for themselves without any particular regard for their own future well-being or for the well-being of others. According to non-philosophers, then, a stereotypical hedonist is someone who never misses an opportunity to indulge of the pleasures of sex, drugs, and rock 'n' roll, even if the indulgences are likely to lead to relationship problems, health problems, regrets, or sadness for themselves or others. Philosophers commonly refer to this everyday understanding of hedonism as "Folk Hedonism." Folk Hedonism is a rough combination of Motivational Hedonism, Hedonistic Egoism. (

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Paolo Coelho as a novelist viewed and portrayed this phenomena into his work of art. He tried to criticize his society he lived in through his novel. Coelho disapproves mightily of the human folly on display in Cannes: the unbridled ambition, the thirst for fame, the lure of haute couture and ostentatious jewelry. He hates dark glasses, because "in a celebrity town like Cannes, [they] are synonymous with status," and he loathes cellphones, which are "leading the world into a state of utter madness." He posits a small group of people whom he dubs the "superclass," who have all the power, all the limos, all the private jets; those who dress in high fashion (the fashion world is one of his principal bugaboos), swill champagne, drive Maybachs (the finest car) and who, if they're women, get regular injections of Botox. But he isn't fond of ordinary people either, who do silly things like wear neckties or eat three meals a day whether they're hungry or not. (Carolyn See. [www.the.washingtonpost.com](http://www.the.washingtonpost.com).2009)

The researcher was interested to analyze this Paolo Coelho's work, because of several reasons. The Winner Stands Alone (TWSA) portrayed the way of life of people nowadays, hedonists and materialists. TWSA describes the setting (time, situation and place) very carefully, this makes the reader seems to be an eyewitness in every scene. Each character also portrayed in very detail way. There are many lessons can be taken from the story. We can see how people in different class status fight for their life. Although, the plot is intertwined, but still this novel is interested to read.

## **2. METHOD**

In this research, the writer uses a qualitative research. It is library research while data sources are using literary data. The research employs written words to be explored and analyzed. It is also called as a library research since it is not held in a field but the researcher uses books, articles, and other writing to support the analysis. The steps to conduct the research are (1) determining the type of the study, (2) determining the object of the study, (3) determining data and data source, (4) determining the technique of data collection, and (5) determining the technique of data analysis. In analyzing the data, the writer applied MacLaughlin's technique, in which combine several techniques from well-known experts in research design.

## **3. FINDING AND DISCUSSION**

Based on observation (participant and non participant), interviewing, and, document analysis, researcher find out about the indicators of hedonism, how hedonism is depicted in this novel and the reason why Paolo Coelho as the author of the novel addressed hedonism. The term activity can be defined as the way how an individual spent their time and money and the manifestation can be seen through the real action. Paolo Coelho illustrated hedonism life in the novel which has entertainment background in Cannes, France. The place where celebrities around the world gathered to attend Film Festival.

Along the novel, Paolo Coelho described how the characters of the novels spent their time whether in their busy and leisure time. At three in the morning, the bar of the Hotel Martinez smells of cigarettes and sweat. By then, Jimmy (who always wears different colored shoes) has stopped playing the piano, and the waitress is exhausted, but the people who are still there refuse to leave. They want to stay in that lobby for at least another hour or even all night until something happens!(TWSA:3)

It shows that the activities of hedonist, even in the very early in the morning, they still spent their time in the bar. Ordinary people spend their time in regular rhythm, at three in the morning they already drown in their dream. However, it's



really different with the people in the Cannes, there seems no difference between night and day.

Another description about the activities done by the hedonist which have abundant of money can be seen in the lines below: The Superclass are now making love to the girl who managed to gatecrash the party and who is game for anything. They're taking off their makeup, studying the lines on their faces, and thinking that it's time for more plastic surgery. They're looking at the online news to see if the announcement they made earlier that day has been picked up by the media. They're taking the inevitable sleeping pill and drinking the tea that promises easy weight loss. They're ticking the boxes on the menu for their room service breakfast and hanging it on the door handle along with the sign saying "Do not disturb." The Superclass are closing their eyes and thinking: "I hope I get to sleep quickly. I've got a meeting tomorrow at ten."(TWSA: 4)

Interest can be defined as the feeling of wanting to give attention on something or to be involved on something. The object of this feeling is related on the pleasure of life, luxurious things (cars, jewels, branded clothes, and accessories), fashion, food and excellent place to hang out with people who share same interest.

It is a comprehensive conception or apprehension of the world especially from a specific standpoint. (<https://www.merriam-webster.com>). Hedonist' has positive response about all the things about pleasure in life. The manifestation of hedonist opinion in TWSA can be seen in through many thoughts of the characters. Hedonists agree if they want to be admitted in the high class level, they have to behave with other high level class do. Some people believe that "fashion" is everything. Every six months, they spend a fortune changing some tiny detail in order to keep up their membership in the very exclusive tribe of the rich. If they were to visit Silicon Valley, where the billionaires of the IT industry wear plastic watches and beat-up jeans, they would understand that the world has changed; everyone now seems to belong to the same social class; no one cares anymore about the size of a diamond or the make of a tie or a leather briefcase. (TWSA:8)

Paolo Coelho portrayed hedonism through the pleasure seeking activities done by the hedonist vividly in the novel.. Hedonists also get used to waste their time on party all nights and in the end they spend their nights with other counterparts. In Cannes, particularly the stars -to be hunt the producers to realize their dreams to be a superstar. As stated in the novel: It's always the same old spiel. The only variable is how many presents you get (preferably jewelry, which can be sold), how many invites to yacht parties, how many visiting cards you collect, how many times you have to listen to the same chat-up lines, and whether you can wangle a ticket to the Formula 1 races, where you'll get to mingle with the same class of people and where your "big chance" might be there waiting for you.

"Perfume" is also the word used by young actors to refer to elderly millionairesses, all plastic and Botox, but who are, at least, more intelligent than their male counterparts. They never waste any time: they, too, arrive in the final days of the Festival, knowing that money provides their only pulling power. The male "perfumes" deceive themselves: they think that the long legs and youthful faces have genuinely fallen for them and can now be manipulated at will. The female "perfumes" put all their trust in the power of their diamonds. (TWSA: 7) "Forget about films. Cannes is just a fashion show."

Fashion. Whatever can people be thinking? Do they think fashion is something that changes according to the season of the year? Did they really come from all corners of the world to show off their dresses, their jewelry, and their collection of shoes? They don't understand. "Fashion" is merely a way of saying: "I belong to your world. I'm wearing the same uniform as your army, so don't shoot." Ever since groups of men and women first started living together in caves, fashion has been the only language everyone can understand, even complete strangers. "We dress in the same way. I belong to your tribe. Let's gang up on the weaklings as a way of surviving." But some people believe that "fashion" is everything. Every six months, they spend a fortune changing some tiny detail in order to keep up their membership in the very exclusive tribe of the rich. If they were to visit Silicon Valley, where the billionaires of the IT industry wear plastic

watches and beat-up jeans, they would understand that the world has changed; everyone now seems to belong to the same social class; no one cares anymore about the size of a diamond or the make of a tie or a leather briefcase. In fact, ties and leather briefcases don't even exist in that part of the world; nearby, however, is Hollywood, a relatively more powerful machine—albeit in decline—which still manages to convince the innocent to believe in haute-couture dresses, emerald necklaces, and stretch limos. And since this is what still appears in all the magazines, who would dare destroy a billion-dollar industry involving advertisements, the sale of useless objects, the invention of entirely unnecessary new trends, and the creation of identical face creams all bearing different labels? (TWSA: 8)

In his novel, *The Winner Stands Alone*, Paolo Coelho showed the glamour side of the life of celebrities and high class people who perform hedonistic life style. In his work, Coelho voiced that he does not agree with the way of life that only pursuing pleasure and artificial happiness. It can be viewed from his blog, biography and interview with the author. In his blog, Paolo Coelho concerned about the society today which only chase material things. So, he depicted this reality into the characters especially Igor Malev as his critics to society. In my eyes, this book talks exactly about the excesses that led to the current situation. The constant race for power, money, glamour, are the outward signs of a society that has made “consumption” the alpha and omega of human conduct. In this scenario, when a person is merely what he/she consumes, wears, and pretends—she gradually slips into this image, this collective illusion of perfection. But this collective “dream” • reveals only that in order to exist you need to have – instead of simply being.

Paolo Coelho was born on August 24, 1947, in Rio de Janeiro, Brazil. Coelho attended Jesuit schools and was raised by devout Catholic parents. He determined early on that he wanted to be a writer but was discouraged by his parents, who saw no future in that profession in Brazil. Coelho's rebellious adolescence spurred his parents to commit him to a mental asylum three times, starting when he was 17. “I have forgiven,” Coelho said, “it happens with love, all the time-when you

have this love towards someone else, but you want this person to change, to be like you. And then love can be very destructive.”

Hedonism as a school of thought that pleasure is the main goal of someone's life, in which the manifestation can be seen in his action in every day life, and become a way of life is depicted by Paulo Coelho in his novel, *The Winner Stands Alone*. It has become the issue to talk about and criticize. Through the novel, *The Winner Stands Alone*, Paulo Coelho depicted the hedonistic life of celebrities and people with high rank social status, even people who dream to be a high class status. The hedonistic life style can be viewed from the activities in spending their money and time. They don't mind to waste their money on something they're fond of, of course it is all about pursuing material things. They can waste sum of their money on the latest fashion, having affair with young girls or boys, having plastic surgery and Botox and other things to pursue indulgency. To spoil their time they can stand to stay over night to enjoy parties every night or watching Formula 1 races every week in prestigious part of the world. Hedonism can also be seen from the interest. Different people will have different interest. For hedonist, their interest is not far from pleasure seeking. They will do whatever they like as their motives to chase their contentment. Besides activities and interest, hedonism can be seen from worldview. It is a comprehensive conception or apprehension of the [world](#) especially from a specific standpoint. Hedonist has positive response about all the things about pleasure in life. Cannes Film Festival was chosen as the background of the story to clarify and reinforce author's theme to speak about the glamour and luxury life of celebrities and the rich people. Whether they realize or not, they already perform hedonistic life style. Cannes as the famous city in the south of France becomes the world centred attention when the Film Festival be held. Cannes also has a luxurious and glamorous symbol for the rich people. In the world of film, the Festival de Cannes is the largest international showcase of cinematic art. In the world of the yet-to-be-discovered filmmaker, the Cannes Film Festival is a godsend. It's not like the Oscars: Anyone can submit a film, and every submission has the chance to be viewed by representatives of the international movie industry.

Paolo Coelho picked out the Cannes Film Festival since he experienced and witnessed by himself. So, he knew exactly what happened in the Cannes during the twelve days in May which the Film Festival held. In many ways Paolo Coelho does not approve with hedonism, that is why he gave critic on it through his novel. His reasons in addressing hedonism because he opposed to hedonistic life style and against material and pleasure seeking only, since he had experienced spiritual pilgrimage. From the days of awakening, Paolo Coelho turned his rock n roll life to more religious life. From the analysis above we can find that the finding of the research is the writer research this novel based on sociological approach. As we already found that sociological approach can be viewed from social condition, readers and author. In this research, the writer focused on the social condition and the author. Since hedonism is a phenomenon, which is real phenomenon which happen in our society. Through this novel, the author of the novel tried to exposed the life of celebrities who attended the international event, Cannes Film Festival. In occassionally, Paolo Coelho experienced by himself and looked before his eyes the real life of celebrities. He likely loath of people who only seek pleasure on material things and pursue fake happiness.

#### **4. CONCLUSION**

The researcher find out The indicators of hedonism can be seen in the manifestation of activities, interests and opinions. Activities of the hedonists can be viewed from how they spending time whether in leisure time or work days and also their activities in spent their money. Hedonists tends to use their time and money to search their containment. They never mind to spent in a huge amount of money as long as they feel necessary for them. For the ladies, a plastic surgery, having reguler Botox injection to vanish their wrinkle and lines in their face, branded clothes, bag and shoes, jewels is nothing compared to the excitement and satisfiying they experienced; for the men, an extremely expensive watch, wallet and even the latest luxurious car and mobile phone make them confident to walk among others.

The second indicator is interest, which can be viewed from the goal of life. Igor had no interests in a good clothes, but he had excitement on learning martial arts which made his plan to get Ewa's back ran smoothly. Meanwhile, Gabriela has a great interest to be a famous artist and would do anything to accomplish her ambition. The third indicator is worldview. Hedonists always has a good opinion about the pleasure in life. Igor thought that he already saved the beggar from sorrowful of life when he killed him. He also thought that omitting or destroying someone's world or in another word assassinated innocent people is legal when it is for the name of love. Through the character, setting, style and events, the author formulated them into a meaningful reading to give value to the readers. That we cannot only chasing material and mundane things, in which they are not eternal. Paolo Coelho chose hedonism as the theme of his work, since he captured the real situation which happened in the society which already change its value and mindset as the effect of the advance technology. People have competition in pursuing physical and material things, superficial happiness. So, he created *The Winner Stands Alone* which satirized the society where he lived in

That there is a very close relationship between work of art and society , so that society touched up the literature and vice versa, literature affected society. The researcher considers that the subject matter of the research discusses much about the social content of the work. The research explores the hedonistic life which is carried out by the characters, especially the main characters. It shows the function of literature as a device to portrait or to represent social life and issues. Literature of society as a source that directs to the nature of particular culture The culture is seen from the manners and morals of characters or society in the literary works. When Paolo Coelho finished his writing in 2008, the development of technologies grew rapidly. It made many changes in the people life style, including people's mind set and behaviour. People tends to follow the high class level life style, even though it is not suit to them. The high class people applied hedonistic life style which only pursue pleasure in life. They chased physical and material things, fame and glamour life. Unfortunately, people in the lower class also follow high class way. It make them trapped by their own fantasy and dream.

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